2700 Start Inside Your Four Walls

Product Book · https://kb.jeffreysummers.com/docs/2700-start-inside-your-four-walls/

Before you spend a dollar outside your four walls, maximize what's happening inside them.

Four-walls marketing is the most underutilized strategy in the restaurant business — and the highest-returning. The Guests already sitting in your restaurant are your most captive, most receptive, and most valuable marketing audience.

You can't engage in outside-the-box thinking if you haven't exhausted all of your inside-the-box thinking first. Most operators chase external solutions to internal problems. They run promotions when they should be fixing the experience. They buy ads when they should be training the team. They redesign the logo when they should be redesigning the culture.

Innovation without execution is just distraction with a better name.